

**IN THE CLAIMS:**

Claim 1 (currently amended): A method for servicing an electronic certificate for a big-name brand or genuine quality, the method comprising the steps of:

setting and indicating an the big-name brand's identification code [[for]] along with a secret code for creating an electronic certificate(1) by using audio visual tag or RFID tag for corresponding big-name brand goods of the big-name brand or genuine quality using an audio or visual tag, or an RFID tag after setting up the identification code for the goods before [[the]] a first distribution or [[the]] first purchase;

requesting creation and transmission of an electronic certificate(1) for the goods by inputting the set identification code and secret code into an electronic-certificate creation server(10) by means of the audio [[or]] visual tag[[,]] or [[the]] RFID tag at the first distribution or the first purchase, said electronic certificate(1) comprising the identification code, [[a]] secret code, character image, and [[a]] management program and being constructed so that only one electronic certificate can be created per goods when being created and said one electronic certificate can only move after being created;

firstly creating the electronic certificate(1) for the goods of the big-name brand or genuine quality at the electronic-certificate creation server(10) after confirming the identification code,[[;]] when the request for genuine quality certification is received;

transmitting the firstly created electronic certificate(1) to a client(50) of the first distributor or [[the]] first purchaser through a wire/wireless network(40); and

displaying the character image of the transmitted electronic certificate(1) on a display apparatus of the client(50) so that possession of the big-name brand or genuine quality can be shown, and authenticating the goods of the big-name brand or genuine

quality can be achieved even without the step of authenticating the goods of the big-name brand or genuine quality.

Claim 2 (canceled).

Claim 3 (previously presented): The method for servicing an electronic certificate for a big-name brand or genuine quality, according to claim 1, wherein a database(30) for the electronic certificate(1) and the goods of the big-name brand or genuine quality is constructed by the electronic-certificate creation server(10) at the time of creation and transmission of the electronic certificate(1), said method further comprising the steps of transmitting results of the certification or authentication as for the electronic certificate(1) and/or information on the goods of the big-name brand or genuine quality when certification or authentication is requested from the client(50) through the authentication/management server(20), and achieving a change in ownership of the goods of the big-name brand or genuine quality by moving the electronic certificate (1) to the client (50) of a transferee together with transfer of the goods and canceling the electronic certificate (1) from the client (50) of a transferor.

Claim 4-5 (canceled).